

**PLANNING APPLICATION FOR
ALTERATIONS AND EXTENSION**

**DESIGN & ACCESS STATEMENT
HAYSELEDEN CAR DEALERSHIP
WILTHORPE BARNLEY**

SCHEME INFORMATION

Scheme title : Extension to car showroom and new showroom window to west

Applicant : Mr M Hayselden

Agents : JT Architecture

Date : 6th September 2011

Local Area : Redbrook Barnsley

Size of plot : 0.80 hectares

Planning : The site is zone for employment use

SITE ANALYSIS

Location : The site is approximately 1 mile from Barnsley Town Centre having a frontage of 125 metres on to Wilthorpe Road

Size : The site is 0.80 hectares. The existing showroom is located 7.70 metres back from the site frontage.

Description : The existing showroom is constructed with powder coated aluminium windows in slate grey with silvered flat profile cladding panels.

History : Hayseldens have traded on the site for over 30 years and are the Volkswagens main dealer in Barnsley. The applicants have invested heavily in developing the site with previous developments including larger workshop facilities and parts plus office extensions.

Access : The property has 2 No vehicular access points on to Wilthorpe Road which is a main arterial road into Barnsley Town Centre

Parking : On site car parking is provided for up to 50 customer cars
There are 2 No disabled bays adjacent to the showroom entrance doors

DEVELOPMENT OBJECTIVES

As one of the worlds largest motor manufacturers Volkswagon are continuing to develop new product ranges. VW car dealerships are required to keep pace with these new developments with retail facilities being at the forefront. In this respect VW have created a new Retail Concept (VRC) for all UK operations based on modular principles. The new VRC includes min size of showrooms of 300 sqm and a requirement to install white Kawneer Building, Retailer and Entrance Frames including corporate signage/decals. The existing showroom facility falls significantly less than the min size.

DESIGN SOLUTION

In order to achieve VW's min standards it was decided that one large extension to the existing showroom frontage would avoid piecemeal side/rear extensions and offer opportunity to "build in" the new modular white retailer frames provide by VW. The proposal would allow the main entrance to be sited closer to the customer parking area. Full ht glazing is proposed to the frontage in lieu of the somewhat industrial cladding panels that exist above the showroom windows

PLANNING

A pre application enquiry has been submitted previously showing the showroom extended by 5 metres along the frontage. This has been reduced to 4 metres on the submitted plans in order to retain the existing landscaping and sufficient forecourt width to the main entrance.

MATERIALS

The new frontage extension will incorporate full height glass panels in grey powder coated aluminium frames. A white Volkswagon entrance portal will be incorporated into the frontage along with integral VW roundel. A white VW retailer frame will also be built into the frontage with retailer name surmounted in black built up perspex lettering. The side elevations will be extended to match the existing showroom windows with cladding above.

SUMMARY

All UK VW dealers are required to comply with the new VRC requirements launched in April 2011. In order to retain their sales franchise it is fundamentally important that Hayseldens increase their retail floor space and incorporate the modular components included in the new VW corporate image.

Hayseldens are a significant employer in the area with a total of 63 staff based at the Wilthorpe Rd site. Staff numbers will increase to 70 as a direct result of this further development.

For these reasons it is hoped that the council supports this application.



EXISTING NORTH ELEVATION



EXISTING EAST ELEVATION



EXISTING WEST ELEVATION

The primary facade

